



Motivation

- Motivation is the reason for doing something
- Businesses will be motivated to meet their objectives
- However, motivating workers in order to achieve these objectives is less straightforward
- Workers are motivated by different things, e.g.:
 - Money
 - Enjoy being with other people
 - For a sense of status/importance
 - To prevent boredom
 - To satisfy ambition
- There is little doubt that most people work to satisfy their needs and wants

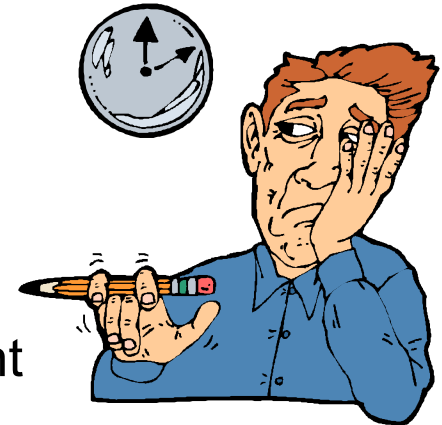




Why Is Motivation Important?

● Workers who are not well motivated tend to:

- Have high rates of absenteeism
- Arrive late
- Produce fewer products
- Produce poor quality products/services
- Be more careless – so have more accidents
- Be slow to react to requests from management
- Not stay long – creating high staff turnover



● Workers who are motivated tend to:

- Be loyal – reducing labour turnover costs
- Be enthusiastic and offer ideas
- Arrive early and take few days off
- Work hard – increasing productivity
- Better customer service – increasing sales

